

Contact:

GSI Commerce Inc.
Kelly Henry
Director, Corporate Marketing
610.491.7474
news@gsicommerce.com

Timberland Names GSI Commerce Strategic Global E-Commerce Partner

Timberland to Re-launch U.S. Web site, launch multiple European Web sites as Part of Multiyear Agreement that includes Technology, Order Management and Customer Care Services

KING OF PRUSSIA, Pa. May 26, 2010 – GSI Commerce Inc. (Nasdaq: GSIC), a leading provider of e-commerce and interactive marketing solutions, today announced that it has extended and expanded a multiyear agreement to provide The Timberland Company (NYSE: TBL), with e-commerce technology, order processing and customer care services for their U.S. and European Web stores. In addition, GSI is also creating Timberland’s global brand portal, which will serve as the central online hub for conveying global brand stories and fostering community engagement.

“Timberland is a global brand and consumers expect a global online experience. We chose GSI because of its ability to help us meet our online expansion goals using a single integrated platform. GSI’s technology will meet our needs for multiple currencies, languages, and payment types in addition to providing online expertise at the local country level,” said Chris Hardisty, director of global e-commerce for Timberland. “By partnering with GSI, we are able to spend less time managing back-end technology and more time doing what we do best - bringing to market rugged outdoor footwear and apparel designed to equip people to make a difference in their world. We’re very excited to be able to do just that in a meaningful way online, both domestically and internationally.”

GSI was selected because of its proven ability to provide a seamless, world-class online shopping experience for consumers around the globe and its robust e-commerce technology platform, including

- Global Web store capabilities that enable localization by market
- Integrated order management system capabilities
- Sophisticated contact center capabilities
- Robust merchandising capabilities

Headquartered in Stratham, N.H., Timberland designs, engineers, markets, distributes and sells premium-quality footwear, apparel and accessories for men, women and children.

“Timberland is a great example of a global brand that is leveraging the Internet to grow its business,” said Scott Hardy, executive vice president of business management for GSI. “We are excited to help Timberland, one of GSI’s longest-standing clients, move into the next phase of its online strategy. We have the right expertise, platform and services, backed by a talented team of seasoned e-commerce professionals, to enable Timberland to take advantage of the growing e-commerce markets in the U.S. and Europe.”

Timberland's re-designed Web stores are scheduled to launch on GSI's e-commerce technology platform in the U.S. later this summer and in the U.K., Germany, Austria, France, Italy and Spain in 2011.

About Timberland

Timberland (NYSE: TBL) is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers who value the outdoors and their time in it. Timberland markets products under the Timberland®, Timberland PRO®, Mountain Athletics®, SmartWool®, Timberland Boot Company®, howies® and IPATH® brands, all of which offer quality workmanship and detailing and are built to withstand the elements of nature. The company's products can be found in leading department and specialty stores as well as Timberland® retail stores throughout North America, Europe, Asia, Latin America, South Africa and the Middle East. Timberland's dedication to making quality products is matched by the company's commitment to "doing well and doing good" -- forging powerful partnerships among employees, consumers and service partners to transform the communities in which they live and work. To learn more about Timberland, please visit www.timberland.com.

About GSI Commerce

GSI Commerce® is a leading provider of services that enable e-commerce, multichannel retailing and interactive marketing for large, business-to-consumer (b2c) enterprises in the U.S. and internationally. GSI delivers customized solutions through an e-commerce platform, which is comprised of technology, fulfillment and customer care and is available on a modular basis or as part of an integrated, end-to-end solution. The company offers a full suite of interactive marketing services through two divisions, TrueAction™ and e-Dialog. Additionally, GSI provides brands and retailers a platform for online private sales through RueLaLa.com.

Forward-Looking Statements

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements made in this release, other than statements of historical fact, are forward-looking statements. Actual results might differ materially from what is expressed or implied by these forward-looking statements. Additional information about potential factors that could affect GSI Commerce can be found in its most recent Form 10-K, Form 10-Q and other reports and statements filed by GSI Commerce with the SEC. GSI Commerce expressly disclaims any intent or obligation to update these forward-looking statements.

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